



**Role:** Marketing Communications Manager  
**Reporting to:** Head of Marketing Communications and Development  
**Responsible for:** Marketing Communications Assistant (x2)  
Digital Production Assistant  
**Key contacts:** Operations Team  
**Hours:** 35 hours per week

### **Overview of the role**

The Marketing Communications Manager will assist the Head of department in the development and implementation of effective marketing strategies and campaigns that build brand awareness and loyalty and enhance the charity's reputation for partnership – creatively looking at ways to deepen engagement and grow a strong community of supporters and members who feel connected and committed to improving cat welfare, worldwide.

The post holder will be responsible for the management and development of digital channels and delivery of an in-house, creative brand and marcomms service - working closely with colleagues across the organisation to identify, prioritise and support programme/project marketing and communication requirements. This role involves maintaining our marketing database, planning and executing marcomms activity, ensuring compliance with brand guidelines and analysing effectiveness of campaigns, activity and content.

### **Responsibilities of the Role:**

- Work with Head of department to develop and implement marketing strategies and campaigns (fundraising and awareness) and support partner activations in ways that maintain brand values, build brand awareness and deepen engagement through paid for and earned media.
- Work across operations teams to plan and oversee marketing and PR such as:-
  - **Events & Conferences** – supporting sponsor/delegate engagement, event promotion, lead generation and membership activation

- **Learning** – driving enrolment and supporting income generation by launching new webinars/tutor led courses, timely promotion of existing programmes and leveraging endorsements/testimonial.
  - **Membership, Community & Knowledge** – supporting growth in membership by developing a compelling value proposition, promoting benefits and encouraging knowledge sharing.
  - **Cat Advocacy and ISFM** supporting and contributing to influencer/ambassador engagement, raising awareness of policy and research work, profiling experts and identifying opportunities for content creation.
- Oversee and manage corporate website and microsites – evaluating key metrics affecting website traffic, service quotas and target audience.
  - Oversee and manage our social media platforms – scheduling activity and identifying opportunities to grow engagement and maximise content (own and user generated).
  - Oversee and manage the development of all marketing materials (print and digital) – email, magazine, newsletters and advertising (display, social media) etc. regularly reviewing efficacy of message delivery and ROI.
  - Manage and develop a virtual press office – providing effective media relations (creating and distributing press releases, responding to enquiries, proactively seeking opportunities to comment), managing issues and media handling support.
  - Manage creative brand development – providing art direction on design and guidance on application and compliance.
  - Oversee and manage marketing and PR of online retail and event merchandise.
  - Manage and monitor campaign/project budgets.
  - Manage marketing database, gather audience insight and report on our overall marketing performance.
  - Responsible for H&S, ensuring safe practice at all times and that risks identified, are reported or actioned as quickly as possible.
  - Ensure data protection is maintained including all members, client and Company data, liaising with the Data Protection Manager (DPM) on any issues or concerns.
  - Line manager responsibilities - providing support and guidance, including carrying out Performance & Development Appraisals (PDRs) and holding regular 1:1 meetings, setting and monitoring objectives as per company policy and procedures.
  - To become involved in ad hoc tasks as required.

## Person Specification

Specifications	Essential	Desirable
Proven work experience in a similar marketing communications position.	X	
Effective communication skills with proven ability to create and deliver accurate and engaging content.	X	
Solid campaign and project management experience with a proven ability to prioritise, multitask and work at pace to deadline.	X	
Up to date knowledge on the latest trends and technologies in digital marketing and events.	X	
In-depth knowledge of various social media platforms, SEO, website analytics and CRM best practices.	X	
Must be IT literate (proficiency in MS Office) with hands on experience of web content management tools e.g. WordPress and email marketing services e.g. Campaign Monitor.	X	
Highly creative with an eye for design and knowledge of creative software (Adobe Creative Cloud).	X	
Team player able to build rapport and collaborate with others internally and externally.	X	
Demonstrate tact, diplomacy and confidentiality in all aspects of the role.	X	
Demonstrate an understanding of and commitment to the ethos and values of the charity.	X	
Ability to manage and develop a team, share skills and support learning.		X
Ability to manage external agencies.		X
Bachelor's degree in Marketing or relevant field.		X

Employee Signed: .....Date: .....

Manager Signed: ..... Date: .....